

Station	WPGH-TV PITTSBURGH, PA	Agency	( ) SRCP MEDIA	Rep Firm	
Advertiser	( ) POLITICAL		201 NORTH UNION ST, SUITE 200	Sales Office	( ) WASHINGTON
Product	TOM SMITH FOR SENATE		ALEXANDRIA, VA 22314	Salesperson	( ) KATHRYN SARDINSKY
Estimate#	305	Agency C/P1/P2/E	11/15/305		
Buyer	Betsy Vonderheid	Flight Dates	10/02/2012 - 10/08/2012	Salesperson Phone#	202-955-5342
Phone#		Hiatus Weeks		Salesperson FAX#	
Fax#					

\*\*\*\*\* Contract Coversheet \*\*\*\*\*

V5 10/10 SEE LNS 1 & 3 FOR REVISIONS  
LN 1 - REVISED LUR - \$375 ALREADY MG WEEK OF 10/9 NEED TO  
MG \$250 MORE; ALSO ADDED LN 3 - XFACTOR, PER RICH'S EMAIL  
ON 10/3 - TOTAL REBATED \$625. TOTAL ADDED \$2500. REVISED  
TOTAL \$24,250 - PLS CF - THANKS - KAT  
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V.7 10/16  
LN 3- N/A 1X 10/4, CREDIT  
MOVED \$2500 TO #9837699  
PREVIOUS TTL:\$24250, NEW TTL:\$21750,TTL CREDITED:\$2500  
PLS CF- CHRISTINA FOR KAT  
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--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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1	10/02-10/08	10P-1030P	NEWS	:30	\$350.00	TU-F,M	5	1	5	\$1,750.00
2	10/07-10/07	1P-4P	STEELERS	:30	\$20,000.00	SU	1	1	1	\$20,000.00
3	10/04-10/04	8P-9P	XFACTOR	:30	\$2,500.00	TH	0	0	0	\$0.00

---REPORT TOTALS---

Report Totals: 6 / \$21,750.00

---SALES MONTHLY TOTALS---

Oct 12: 6 / \$21,750.00  
Sales Totals: 6 / \$21,750.00  
Station Totals: 6 / \$21,750.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$142,157	CABL	0%	KDKA	34%	UNKN	0%	WPCW	0%	WPGH	15%
		WPMY	0%	WPXI	22%	WTAE	27%				

---COMPETITIVE COMMENTS---

KD ESTIMATED

Books null  
Demos RA35+

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